

The guest speakers and the topics they will discuss are as follows:

September 19—"Understanding Yourself and Others," John Alden, M. D., San Francisco.

September 26—"Learning to Relax," Ernest Lion, M. D., San Francisco.

October 3—"Learning to Live with Propaganda," W. A. Oliver, M. D., San Francisco.

October 10—"Mobilizing Your Emotional Forces (Mental Hygiene in Daily Living)," Helen L. Starbuck, M. D., Stockton State Hospital, Stockton.

As I understand the plan, the talks are to be of about forty-five minutes' duration, with allowance of fifteen minutes for subsequent questions and discussions. . . .

If we can be of further service, kindly inform us.

Cordially yours,

GEORGE H. KRESS, M. D.,  
Secretary.

### Concerning Cards of Physicians in Newspapers.

(COPY)

BOARD OF MEDICAL EXAMINERS  
STATE OF CALIFORNIA

Sacramento, California,  
August 16, 1940.

Subject: Yours of August 9, Re Newspaper Advertising.

Dear Doctor ———:

Pardon this belated answer to your query of August 9 as to whether "it is ethical for a physician to have a 'card' in the local papers, stating his hours and giving the address of his office."

In so far as is concerned the administrative work of the Board of Medical Examiners, there is no legal objection to a professional card in a newspaper relating the full name of the individual, suffix designating the degree which he holds, a statement as to the license issued to him, his address, office hours, and telephone number.

The question of ethics of such a card is within the province of the California Medical Association, George H. Kress, M. D., Secretary, 450 Sutter Street, San Francisco.

Awaiting your further pleasure, believe me

Very truly yours,

C. B. PINKHAM, M. D.,  
Secretary-Treasurer.

c/o California Medical Association  
George H. Kress, M. D., Secretary  
450 Sutter Street  
San Francisco, California

✓ ✓ ✓

San Francisco, August 20, 1940.

Dear Doctor ———:

Doctor Pinkham has sent to us a copy of his letter of August 16, on the subject of cards in local newspapers.

I am sending you a copy of the American Medical Association "Principles of Medical Ethics." On page 7, under Section 4, you will find a discussion of "advertising."

If we can be of any further service, kindly inform us.

Cordially yours,

GEORGE H. KRESS, M. D.,  
Secretary.

### Concerning Letter of Committee to Defend America.

EUGENE S. KILGORE, M. D.

490 Post Street

San Francisco, September 25, 1940.

To the Editor:—This is the letter of which I spoke—for publication in CALIFORNIA AND WESTERN MEDICINE.

It went to 140,000 United States physicians (those more than five years in practice). Thank you!

EUGENE KILGORE.

### COMMITTEE TO DEFEND AMERICA BY AIDING THE ALLIES

(William Allen White, National Chairman)

8 West Fortieth Street, New York

Dear Colleague:

If you believe as we do—

That America has long been in this war in the rôle of sleeping prospective victim;

That the struggle for freedom abroad is a delaying action in *our* war;

That the British fleet is our present chief defense; and

That our wish to *Keep the War Out of America* can best be favored by *all possible* aid to Britain—"possible" meaning within the discretion of our state and service departments, freed from needlessly restrictive legislation.

If you believe these things, we invite your active participation in the work of this Committee. There is much to be done. *First*, enroll with your local branch or start one in your community—to keep in touch with rapidly changing events and needs for action. Write to the Committee for information.

*Second*, make your influence count. This means, at the moment, your own letters or telegrams to presidential candidates and congressmen; then letters from as many other persons as you can influence—brief letters, stressing the need for utmost possible aid. President Roosevelt should be addressed at the White House, Wendell Willkie at Republican Headquarters, New York, your senators at the U. S. Senate, and your representative at the House of Representatives.

And, *third*, will you send a contribution today to the Committee so that it may expand and intensify its work in arousing America from its rôle of sleeping prospective victim. With nation after nation it has been "too little and too late." Please make checks payable to Frederick C. McKee, Treasurer, and send to the Committee in the enclosed envelope.

Sincerely yours,

Subcommittee for Medicine

Emile Holman, M. D.	Warfield T. Longcope, M. D.
Eugene S. Kilgore, M. D.	J. H. Musser, M. D.
Roger I. Lee, M. D.	D. B. Phemister, M. D.
Ray Lyman Wilbur, M. D.	

P. S. Tentative plans are forming to circularize other professional and nonprofessional groups. Much will depend upon the response of the doctors. If you are in accord with our purpose, your immediate reply will be most helpful.—Committee.

### Concerning "Hygeia": Special Subscription Price.

AMERICAN MEDICAL ASSOCIATION

535 North Dearborn Street, Chicago

Dear Doctor:

Imagine two million people reading *Hygeia* in their physicians' offices each month. A lot of people . . . a powerful influence for scientific medicine . . . but not imaginary!

Recently we made two independent surveys of physicians' waiting-rooms to see how many patients actually read *Hygeia*. The results were amazing! They showed a monthly readership of two million . . . and more than that, indicated that each person spent an average of fourteen minutes with *Hygeia*.

Certainly your office can and should share in this great influence. To show you how important we think it is for you to have *Hygeia* on hand, we make you this attractive offer . . . a subscription to *Hygeia* for the remainder of